

# **ENVIRONMENTAL OUTREACH SPECIALIST, SENIOR**

## **JOB PURPOSE AND SUMMARY**

Positions in this professional/technical class are responsible for planning, organizing and participating in resource development and strategy design to carry out environmental outreach activities to comply with federal, state and local environmental regulations. Implements strategic planning efforts to build community awareness, education, and outreach activities.

## **CLASSIFICATION DISTINCTIONS**

The Environmental Outreach Specialist, Sr. classification is distinguished from the Environmental Outreach Specialist classification due to responsibility for the most complex or advanced program/project assignments requiring substantial use of independent judgment and minimal supervision. Incumbents may act in a lead capacity within area(s) of expertise and direct the work of others that assist with assigned project(s).

## **KEY OR TYPICAL TASKS AND RESPONSIBILITIES**

- Analyzes and interprets technical information to evaluate existing programs; uses information to modify existing and/or create new programs.
- Designs new programs or projects, which includes identifying mission, work plans, goals and objectives with measurable performance standards and financial impacts.
- Selects and implements appropriate social marketing and behavior change applications to develop specific strategies to promote participation and awareness to target audiences.
- Responsible for developing, tracking, and reporting of program metrics, including outputs, outcomes, or other key performance indicators.
- Analyzes program effectiveness and identifies methods to improve programs and build public awareness. Conducts research and identifies emerging and changing issues impacting program and makes recommendations to management for improvements.
- May serve as a mentor for new hires, interns, volunteers and/or AmeriCorps members. Prepares detailed annual work plan for members and appraise work product results. Oversees daily work, submits information as required for reporting to Primary Site Supervisor, keeps management informed of work progress.
- Provides input to manager on expected program costs during development of annual program budgets; develops and tracks budgets for individual projects and program activities; monitors status of budgets and works with manager to make necessary adjustments to program work and budget.

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- Researches and identifies relevant grant opportunities; obtains program manager and Council approval; completes grant applications and partners with other workgroups in the County in the administration of grant files and required documentation as needed. Responsible for monitoring and reporting of information required by the grant funder.
- As appropriate, partners with other County workgroups in contract creation and administration which includes but is not limited to: determining and preparing specifications, cost and quantity estimates and bid documents for procurement of contracted services related to areas of assignment. Develops initial scope of work, schedules and budgets for consulting services on assigned projects; prepares or assists in preparation of evaluation of Requests for Proposals (RFPs); monitors quality of deliverables and tracks performance. Advises management and works with other County workgroups to take initial action on established conformance when sub-agencies/contractors are not in compliance.
- Design/develop newsletters, videos, brochures, web content and other components of media campaigns for outreach activities to effectively meet program goals.
- Plan, conduct and direct meetings, collection events, fairs, tours, workshops, technical assistance, field investigations, trainings, festivals and other outreach activities.
- Work with area community agencies, organizations, and groups in the development of outreach strategies, community resources, partnerships and volunteer coordination. Exercises skill and judgment in dealing tactfully with the public and community groups while educating and maintaining excellent public relations.
- Conduct technical assistance visits to businesses and institutional entities regarding proper management and best management practices to promote positive environmental impacts from their operations. This may include coordinating and/or conducting training sessions for businesses, institutions, county departments, and other agencies on environmental issues.
- Perform other duties as assigned.

## **QUALIFICATIONS**

### **Education and Experience:**

- Four (4) year degree with major coursework in communications, education, public administration, marketing, environmental science, or related field.
- Five (5) years of experience working with the public in areas related to environmental impacts, community education, community organization, or public relations.
- Two (2) years of experience with project management, tracking metrics, budgets, contracts, and grant writing.
- Lead worker or supervisory experience preferred.

**Knowledge of:** Environmental programs and activities; principles and practices of public information and involvement; methods of preparation and presentation of written and oral reports; regulatory and legislative requirements; using social and electronic media; public relations, marketing and branding principles and techniques; practices used to evaluate effectiveness of education and outreach programs; community organization; departmental policies and procedures, work standards and codes applicable to the job.

**Ability to:**

- Effectively plan, organize, and prioritize work to complete tasks within prescribed timeframes with attention to deadlines.
- Work effectively with individuals and groups in the community.
- Work independently.
- Prepare effective written and oral communications.
- Develop and present information effectively and in a variety of settings including media, presentations, displays, reports, letters, memos and other outreach using a variety of software; Microsoft Office Suite (MS Word, Excel, and PowerPoint) essential; Adobe programs such as InDesign, Photoshop; Arcview GIS; and Web programs such as Drupal, Joomla preferred.
- Motivate people to participate in environmental programs.
- Plan, organize, and manage several concurrent projects or tasks.
- Adapt quickly to unanticipated changes in priorities and timelines.
- Effectively contribute to a multidisciplinary team of environmental professionals.
- Maintain a valid driver's license.
- Maintain professional composure when dealing with difficult individuals or contentious issues.
- Research and prepare grant proposals and administer grant funds.
- Establish effective working relationships with staff, governmental agencies, community and business groups, and the general public.

**WORK ENVIRONMENT AND PHYSICAL DEMANDS**

Incumbents typically work in an office setting, with field work associated with community events and technical assistance visits/meetings. Work involves management of multiple priorities and can involve direct face-to-face interactions with the public. Incumbents are subject to working evenings and weekends and at both indoor and outdoor events that might occur in difficult weather conditions.

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Essential tasks include use of the telephone, personal computers, office equipment and driving a county or personal vehicle to travel to various work sites. Work entails seeing, reading, speaking in person and over the phone, handwriting, typing/keyboard and manual dexterity. Setting up for events may require walking, bending, lifting, carrying, kneeling, pushing and pulling up to 25lbs.

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